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IDC-A55,AMD,M

users may sign up to receive the messages, or they may be selected based on user profiles or a category system. All outbound messages are logged and tracked, as are any responses to those messages.

Seventh full paragraph of page 380: IDC-A56,AMD,M

Inbound e-mail is managed in operation 2212 of Figure [[22]]78. All incoming messages are logged, tracked, sorted based on text patterns, and routed to the appropriate destination. For some messages, automated responses may be sent. Other messages would be queued in mailboxes for response. All or selected messages may be stored to build a customer interaction history.

Twelfth full paragraph of page 380: IDC-A57,AMD,M

The content channels component of the present invention also provides for generic and custom template based publishing by displaying selected content and applications based on the profile of a user. Note operation 2214 of Figure [[22]]78. Content is obtained from multiple data sources, including static, database, and third party sites. Optionally, the content may be matched to particular users via configurable business rules.

First
Seventh full paragraph of page 381: IDC-A58,AMD,M

Another embodiment of the present invention is provided for affording a combination of web application services to manage administration of the web application services. See component 1404 of Figure [[14]]65. To accomplish this, information on employment opportunities is managed and organized. Further, information relating to the stock markets and corporate financial information is output. Information on legal services is also provided.

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Sixth full paragraph of page 382: IDC-A59,AMD,M

As shown in component 1406 of Figure [[14]]65, one embodiment of the present invention is provided for affording a combination of web application services to manage customer relationships. Figure [[23]]79 illustrates component 1406 in more detail. As shown in Figure [[23]]79, profile data of a plurality of users is managed and organized in operation 2300. Static and dynamic information of interest is provided to each user based

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First paragraph of page 384: IDC-A61,AMD,M

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The customer relationship management component of the present invention permits matching of web content and advertisements to specific user profiles. Note operation 2304 of Figure ~~[[23]]~~79. Personalized recommendations are made based on the profile of a user. Cross- and up-selling of products to users based on their profiles is also permitted. Optionally, content matching rules are defined by configurable business rules. In the alternative, metadata and business rules match content to profiles. Also optionally, legacy databases and information may be related to personal profile information.

Seventh full paragraph of page 385: IDC-A62,AMD,M

Referring to operations 2308, 2310, and 2312 of ~~Figure 23~~ Figures 79 and 80, the customer relationship management component of the present invention includes a calendar of events, a notification service, and a way to register for upcoming events. Relevant events are selected based on the profile of a user and the user is notified of the time and place of the event. Once the identity of a user has been verified, the registration of the user is accepted. A notice is sent to a user to remind the user of the event for which he or she has registered. The registration function is integrated with commerce functions to permit fee-based registration capabilities, such as permitting online registration via credit card.

First full paragraph of page 386: IDC-A63,AMD,M

One embodiment of the present invention, illustrated in Figure ~~[[14]]~~65 as component 1408, is provided for affording a combination of content management and publishing-related web application services. In use, referring to Figure ~~[[24]]~~82, content of a data interface, i.e. a web-site, may be developed for accessing data on a network, i.e. the Internet, after which such content is managed in operation. Note operations 2400 and 2402, respectively. Publishing of the content of the data interface is controlled by precluding transmission or publication of the content until approval in operation 2404. The content of the data interface may also be tested in operation 2406. For example, this may be accomplished by creating a staging and deployment environment in which the data interface is analyzed. Further features include "text-only" rendering and content workflow control.